

MAgrSc Innovation Support Programme 2015-2017

**Study Title: The role and value of Teagasc-Industry
Joint Programmes for KT – lessons from the
Tipperary Co-Op Joint Programme**

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Background

Teagasc/ Industry Joint Programmes:

- ❖ To facilitate the advisory service with the industry.
- ❖ Maximise advisory methods such as monitor farms and discussion groups.
- ❖ Advise farmers to improve their farm profitability and efficiency

How do Joint Programmes operate?

Analyse key Issues for suppliers and Co-Op

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Agreed Objectives

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Action Plans

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Evaluation/ Review

Implementation
Teagasc staff
Industry staff

Teagasc/ Tipperary Co-Op **Joint Programme**

- Teagasc/ Tipperary Co-Op joint programme running for 2 decades
- Currently 6th Joint Programme

Current Teagasc/Tipperary Coop Joint Programme objectives

1. Heifer numbers and target weights
2. Soils and soil fertility
3. Calving rates and fertility
4. Land use change
5. Animal health(added 17/12/14)

Objectives

1. *To document the development of Teagasc-Industry Joint Programmes-background, objectives, organisation, management.*
2. *To identify Teagascs, the Industry's and farmer's attitudes to Joint Programmes.*
3. *To identify the impact of farmer participation in Joint Programmes on the adoption of new farming practices.*
4. *To identify the impact of farmers participation in Joint Programmes on efficiency and productivity.*
5. *To draw conclusions on the strengths, weaknesses, opportunities and threats of joint Teagasc industry programmes.*

Methodology

1. Literature Review- Previous literature on Joint Programmes collected
2. Categorised Tipperary Co-Op suppliers into participation levels based on their participation in the Joint Programme - High, medium and low participation
 - Done with the help of Teagasc advisors and Tipp Co-Op personnel

n= 413 suppliers		
High Participants (10 – 8)	Medium participant's (7 – 4)	Low Participants (3-1)
119	128	166
28.8%	31%	40.2%

3. Farmer survey with 45 suppliers (15 suppliers from each category)
4. Collection of milk production and quality data from Tipperary Co-Op on surveyed farmers
5. Key informant interviews with Teagasc and Tipperary Co-Op personnel

Topics Surveyed

- Grassland Management
- Financial Management
- Soil Fertility
- Heifer Rearing
- Heat Detection
- Cow Fertility
- Bull Selection
- Herd Health
- Milk Quality

Findings to Date

Participation Level		Mean score for perceived knowledge on all topics (1-10)	Mean score for perceived level of influence from JP on knowledge of all topics (1-10)
High	(n=10)	8.05	7.72
Medium	(n=12)	7.31	4.18
Low	(n=8)	7.53	3.78

Milk Production and Quality Data

Participation Level	Vol Litres	Av Milk Yield/Cow 2015	Av B'Fat% 2015	Av Protein % 2015	Av SCC 2015	Av TBC 2015
High (n=10)	487760	5304	4.13	3.54	191	13
Medium (n=12)	332509	4996	4	3.49	219	16
Low (n=8)	270385	4605	4.05	3.51	273	27

Conclusions

- Farmers rate their knowledge on each of the topics highly
- On average the JP seems to contribute 'half' of their knowledge
- While mean knowledge is highest for highest participation in JP; the relationship between knowledge and participation is not clear
- Perceived Knowledge might not be actual knowledge
- Influence of JP on knowledge increases as participation increases

Next Steps to be Completed

- **Complete farmer surveys**
- **Complete gathering data from Tipperary Co-Op**
- **Key informant interviews**
- **Data Analysis**

Thank You